

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Yvette Robinson

DATE: April 3, 1996

FROM Maria Medina

SUBJECT: Why we are recommending no to bid out the Club B&H Program.

Following are a number of reasons why we are recommending not to bid out the Club B&H Program:

- Summitt Mngt Corp. (SMC) since 1986 has built a reputation as one of the leading event management companies.
- SMC has continually obtained excellent results for major corporations by successfully producing and managing events that capture national and international attention.
- SMC has entertained America by producing and/ or managing the following:
 - Southern Heritage
 - Memphis Blues Festival
 - Seagram's Gin "Taste of the Blues" National Tour
 - Martell Cognac Presents "The Art of Harmony" National Tour
 - Mardi Gras(Zulu Coronation Ball and Parade)
 - Mississippi Delta Blues
 - San Francisco Blues Festival
 - Benson & Hedges Blues & Rhythm
- Partial client list are:
 - City of Memphis (Tennessee)
 - Seagrams's Gin
 - Crown Royal
 - Coca Cola
 - Martell Cognac
 - House of Seagrams.
- SMC has worked with the following artists:
 - Michael Jackson
 - Luther Vandross
 - Al Jarreau
 - B.B. King

2042390259

- The O'Jays
- Regina Belle
- Stephanie Mills
- The Isley Brothers
- Isaac Heyes
- Lou Rawls
- Nancy Wilson
- Bill Cosby
- Phyllis Diller

- Other areas that SMC involves themselves with are: Co-producers of Island Events-Mud Island Amphitheater, media relations, public relations, event consultants, business managers, contract negotiations and artist relations.

2042390260